

Privacy Policy about our YouTube channel

We, the SIKA Dr. Siebert und Kühn GmbH & Co. KG, Struthweg 7-9, 34260 Kaufungen, Germany, phone: +49 5605 803 0, E-Mail: info@sika.net, set out below which of your data we process, acting as processor of our YouTube channel. In case of any questions relating to data protection, our data protection officer would be happy to respond at sika@dsb-moers.de. Further contact details can be found at www.dsb-moers.de.

Zweck und Rechtsgrundlagen der Datenverarbeitung

We use a YouTube channel of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5. The purpose of data processing on our YouTube channel is to provide information about products, services and news, combined with the possibility for users to interact with us in a targeted manner. The legal basis for the data processing is Art. 6 (1) f GDPR. Our legitimate interest is in particular our business interest to share information with the visitors of the YouTube channel and to be able to communicate with them.

The YouTube service is based on the following data processing agreement with Google Ireland Ltd.: https://www.youtube.com/t/terms_dataprocessing.

Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland is responsible for the collection and further processing of personal user data on YouTube channels. Please note that YouTube collects and processes certain information about your visit to our YouTube channel even if you do not have a YouTube user account or are not logged in to YouTube. For us as the provider of this YouTube channel, only your public profile on YouTube is visible. The kind of information visible for us depends on your settings in your profile. For information about the processing of personal data by YouTube, please refer to YouTube's privacy policy at <https://policies.google.com/privacy?hl=de&gl=de>.

If we publish images of individuals, this is done via consent (legal basis: Art. 6 (1) a GDPR), based on a contractual agreement (legal basis: Art. 6 (1) b GDPR) and in exceptional cases based on legitimate interests (legal basis: Art. 6 (1) f. GDPR).

YouTube Analytics

We also process your activities on our YouTube channel with the help of the statistics service YouTube Analytics. This process helps us to understand our video and channel performance and optimize our channel and our content. This process is consistent with the purpose of data processing described below. Anonymous statistics are created based on your activities. Among other things, we can gain insights into the interactions and activities of our subscribers, the views and the reach of our videos, information about which countries and cities our visitors come from, as well as statistics about the gender ratios, age structures, providers, and interests of our visitors. Neither conclusions about individual users nor access to individual user profiles by the administrator are possible.

Data Transfer to Third Countries

Due to the affiliation of the provider Google Ireland Limited to the Google group, which has its headquarters in the USA, a data transfer to Google LLC and thus to all states in which Google has data centers cannot be excluded. To ensure an adequate level of data protection, Google Ireland Limited bases such data transfers on the standard contractual clauses of the European Commission.

In this context, we would like to point out that you are using the service provided by Google Ireland Limited (YouTube) and all associated functions such as sharing and rating videos, participation in discussions on your own responsibility. Data that you have voluntarily provided on YouTube will be processed by Google (e.g. name and username, email address, telephone number) and may therefore also be transmitted to third countries. The transfer of personal data to the USA was judged by the ECJ to be fundamentally unsafe without further security measures, as it cannot be ruled out that US security authorities will gain access to this data.

It is possible for you to restrict the processing of your data by Google. To do this, you can open the general settings of your Google account and change your privacy settings. Information on how to individualize your privacy settings can be found here: <https://policies.google.com/privacy?hl=de&gl=de#infochoices>

You can also change certain settings for your mobile devices (e.g. smartphones, tablets, etc.) so that Google only has limited access to your contact data, location data, calendar data or photos, among other things. These setting options differ depending on the operating system used on your mobile device.

Your right to information, rectification, deletion, object and data portability

You may avail yourself of your right to information, rectification and deletion of data at any time. Simply contact us using one of the methods described above. Should you require data to be deleted, which we are still legally obligated to retain, access to your data will be restricted (blocked). You may avail yourself of your right to data portability if the recipient and ourselves have the technical means.

Right of appeal

If you have any objections or complaints with the way in which we process your personal data, you have the right to lodge a complaint with the relevant data protection supervisory authority, where the applicable laws provide for such remedy.

Changes to this privacy policy

We reserve the right to change the content of this privacy policy at any time. This is usually done if the services used are subject to further development or adaptation. In addition to this privacy policy, you can always consult the current privacy policy of our website.

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